

Michael F. Easley  
Governor



State of North Carolina  
Office of the Governor

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**GOV. EASLEY ANNOUNCES NORTH CAROLINA NAMED A TOP STATE FOR WINE AND CULINARY TOURISM**

*State Ties for 3<sup>rd</sup> in Wine Related Travel, 5<sup>th</sup> in Culinary Visits*

**RALEIGH** – Gov. Mike Easley announced today that a new survey lists North Carolina as one of the nation's top five states for wine and culinary tourism. The study, sponsored by the Travel Industry Association in partnership with *Gourmet* magazine and the International Culinary Tourism Association, is based on interviews with 2,364 leisure travelers across the United States.

"In North Carolina we have known for years that we have the best seafood, barbecue, down home Southern cooking and top quality wines right here," Easley said. "This survey shows that people in the rest of the country seem to know that too."

North Carolina tied with Missouri, Oregon and Pennsylvania for the third spot based on wine-related travel destinations by the survey respondents. California topped that list, followed by New York. North Carolina tied for fifth place with Georgia based on visits to food-related travel sites. California topped that list also, followed by Florida, New York and Texas.

The report predicts a bright future for food-and-wine-focused travel with 60 percent of the nation's leisure travelers interested in culinary travel in the near future. These travelers are younger, more affluent and better educated than non-culinary travelers, according to the survey.

Travelers report enjoying such activities as cooking classes; dining out for a unique, memorable experience; visiting farmers markets; gourmet food shopping and going to festivals. Wine activities ranged from winery tours to driving along wine trails, tasting local wines and attending wine festivals.

For more on North Carolina wineries, go to [www.visitncwine.com](http://www.visitncwine.com) or [www.ncwine.org](http://www.ncwine.org). To learn more about North Carolina's diverse, vibrant culture and inviting Southern hospitality, call 1-800-VISIT NC (847-4852) or go to [www.VisitNC.com](http://www.VisitNC.com).

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